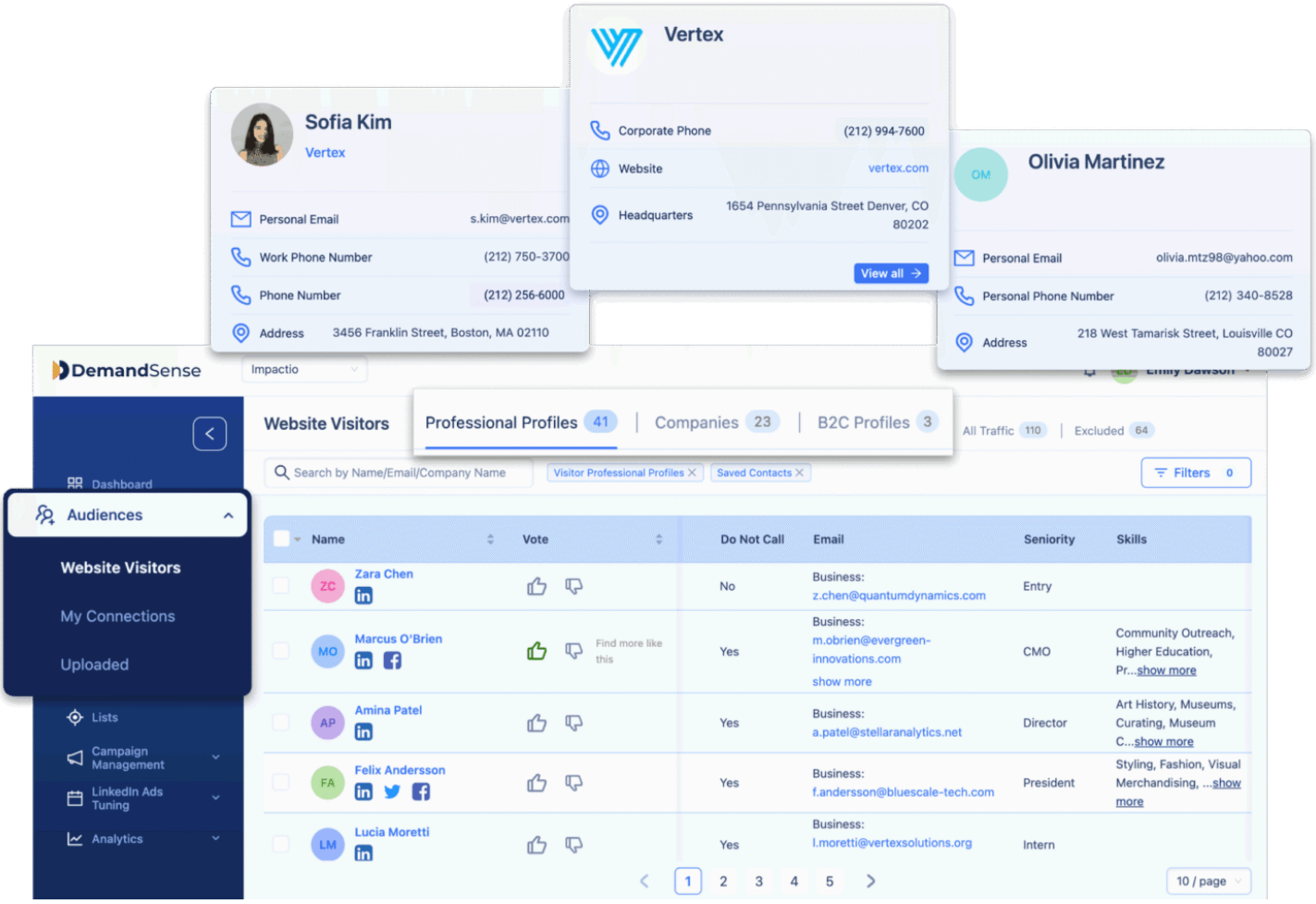
Website Visitor Identification (SensorPixel)

What is SensorPixel?

It is a powerful tool within the **DemandSense** platform that enables website visitor identification. This tool helps you identify individuals and companies visiting your website, offering insights far beyond basic company-level data. **SensorPixel** reveals **individual professional profiles** of website visitors, including work-from-home visitors, allowing you to engage directly with high-intent leads.

SensorPixel goes beyond traditional identification methods to provide actionable insights using **identity resolution**, **behavioral tracking**, and **machine learning**. By analyzing online behaviors such as page visits, time spent on your site, and specific actions taken, **SensorPixel** uncovers intent signals that help you identify prospects before they make purchasing decisions.



What Can You See with SensorPixel?

SensorPixel gives you visibility into both individual and company-level visitor data. This includes:

- **Professional Profiles**—including names, job titles, business and personal emails, phone numbers, and LinkedIn profiles
- **Company Information**—such as industry, revenue, and employee count
- **Decision-Maker Identification**—pinpoint key stakeholders at visiting companies
- **Work-from-Home Detection**—recognize individual visitors without clear corporate identifiers
- **Behavioral Data**—such as pages visited, time on site, and interaction patterns across multiple channels

These insights help you qualify leads, understand visitor intent, and drive more targeted outreach.

How Can You Use SensorPixel?

SensorPixel is useful across teams:

Sales teams can identify warm leads, prioritize follow-ups, and reach out with personalized messaging.
Marketing can evaluate traffic quality, refine campaigns, and retarget high-intent visitors.
General users can track visitor engagement and discover potential prospects who might otherwise stay anonymous.

Value Propositions of SensorPixel:

SensorPixel helps you unlock the full potential of your website traffic by providing deep insights into who's visiting and what they're interested in:

1. **Increase Conversion Rates**
   On average, less than 3% of website visitors convert. SensorPixel helps you tap into the remaining 97% by identifying high-intent prospects who are already familiar with your brand and offerings.
2. **Identify Prospect Intent**
   Move beyond surface-level visitor data. SensorPixel shows you what pages were viewed, how often visitors returned, and how long they stayed, helping you qualify leads based on real engagement.
3. **Nurture Middle-of-Funnel Prospects**
   Easily re-engage warm leads using contact details and behavioral insights. SensorPixel gives you the tools to create timely, targeted campaigns that push prospects closer to conversion.
4. **Diagnose and Verify Traffic Quality**
   Understand who your visitors are by accessing demographic and firmographic details like job titles, industries, and company size. Use this data to evaluate your marketing effectiveness and fine-tune your targeting.
5. **Stop Paying for Clicks That Don't Convert**
   Maximize your ad spend by identifying and blocking frequent clickers who don't convert. This helps ensure your budget is focused on prospects with real buying potential.

How SensorPixel Can Help Your Business:

By combining **identity resolution** with **behavioral tracking**, SensorPixel helps you engage visitors at the right moment in their buying journey. Its unique ability to uncover work-from-home visitors, cross-channel interactions, and real-time intent data ensures you never miss an opportunity to connect with high-intent prospects, ultimately increasing your conversion rates and optimizing your sales efforts.